

Executive For Inter

177-8443/5

DDI # 3119-77/1

26 SEP 1977

MEMORANDUM FOR: Director of Central Intelligence

VIA : Acting Deputy Director of Central Intelligence

FROM : Sayre Stevens  
Deputy Director for Intelligence

SUBJECT : DCI Response to Letter from President of  
Rand McNally & Company

1. Action Requested: That you sign the attached letter.

2. Background: In response to your request, Mr. Andrew McNally, IV in a cordial letter dated 14 September 1977 agreed to acknowledge CIA authorship of any atlases or other CIA publications that Rand McNally reprinted. Mr. McNally noted that they were "pleased and proud" to have had the opportunity to present our material to the public, and he hoped you would make more CIA materials available for publication in the private sector. He then asked about new publications we may have in work, and volunteered to provide us any help we might need to enhance our publications.

Sayre Stevens

Attachment:

As stated above

Originator: OGCR: [redacted] (26Sept77)

Distribution: (all copies with attachment and incoming)

Original - DCI

1 - ADDCI

1 - ER ✓

1 - DDI via ADDI

1 - DDI Chrono

1 - D/OGCR

1 - Ch/GD/OGCR

1 - Ch/CD/OGCR

1 - Ch/MLD/OGCR

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RAND McNALLY & COMPANY

ANDREW McNALLY IV, President

"Our 121st Year"  
September 14, 1977

Mr. Stansfield Turner  
Central Intelligence Agency  
Washington, D. C. 20505

Dear Mr. Turner:

Thank you for your letter of August 20 concerning the CIA Atlases which we acquired through the GPO and subsequently published for the trade. To bring you up to date on the two publications:

1. We produced 15,000 copies (12,000 paperback - 3,000 hardback) of the China Atlas and they are now out of print. We added 8 pp of International Atlas maps. No current plans to reprint.
2. On the Middle East Atlas, we produced 15,000 copies (10,000 paperback - 5,000 hardback) and there are still about 5,000 in inventory. Reprint doubtful. We added \$8,000.00 of creative materials to this publication.

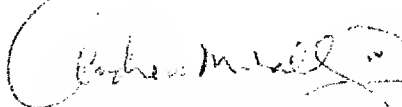
All of us at Rand McNally were pleased and proud to have had the opportunity to present this material to the public and hope that in the future you will make available other CIA materials for publication in the private sector. As you probably noticed, we did credit the U. S. Government in our printings but failed to mention the CIA specifically. In any future publications, be they reprints of the above mentioned products or new publications that have been initially developed by the CIA, we will be happy to credit the CIA for such works.

Are there any new publications which you are currently working on that we should be aware of and, if so, is there any help or material that we could provide which would enhance your publication?

*Mr. Stansfield Turner*  
*September 14, 1977*  
*Page Two*

*Thank you for bringing this matter to my attention. I believe  
that there will be no problem in crediting the CIA in future  
Rand McNally activities to your satisfaction.*

*Sincerely yours,*

A handwritten signature in dark ink, appearing to read "Andrew McNally IV". The signature is written in a cursive style with a large, looping initial "A".

*Andrew McNally IV*

# EXECUTIVE SECRETARIAT

## Routing Slip

TO:		ACTION	INFO	DATE	INITIAL
1	DCI		✓		
2	DDCI		✓		
3	D/DCI/IC				
4	DDS&T				
5	DDI	✓			
6	DDA				
7	DDO				
8	D/DCI/NI				
9	GC				
10	LC				
11	IG				
12	Compt				
13	D/Pers				
14	D/S				
15	DTR				
16	A/DCI/PA				
17	AO/DCI				
18	C/IPS				
19	DCI/SS				
20					
21					
22					
SUSPENSE		30 Sep 77 Date			

Remarks:

S: please draft response for DCI signature.

Executive Secretary  
9/16/77  
Date

3637 (5-77)

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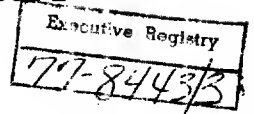
M-4

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The Director  
Central Intelligence Agency



Washington, D.C. 20505



m-4  
4 Aug 77

20 August 1977

Mr. Andrew McNally  
President  
Rand McNally & Co.  
P.O. Box 7600  
Chicago, Illinois 60686

Dear Mr. McNally:

It has recently been brought to my attention that over the past several years Rand McNally has reproduced our Peoples Republic of China Atlas and parts of our Atlas: Issues in the Middle East from plates purchased from the Government Printing Office. Knowing the high quality of your own cartographic products, we took some satisfaction in the fact that you felt our materials were worthy of dissemination under your logo.

As you may be aware, we here at CIA - particularly since I became the Director - have been making a concerted effort to share our expertise and information with the "outside" world. I, therefore, have no problem with your using our materials, and I understand that once our publications are issued by the GPO they become part of the public domain. May I, however, request that you acknowledge our authorship when you issue them separately. We are proud of our scholarship and our design capabilities and, like all craftsmen, would appreciate receiving proper credit for our work.

Again, may I stress that I make this request on an informal basis. You, I am informed, have the legal right to refuse and I do not dispute this right. Rather it is in the spirit of the professional cooperation that I understand already exists between our two organizations that I make this request. It may be too late for such attribution for previously published atlases, but we have others underway which I am sure you will find of interest and perhaps worth reproduction.

Yours sincerely,

STANSFIELD TURNER

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